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Activities of the Department of Public Information: outreach services

Report of the Secretary-General

Summary

The present report, prepared in response to General Assembly resolution 66/81 B, summarizes the key advances made by the Department of Public Information during the period from July 2011 to February 2012 in promoting the work of the United Nations to the global audience through its outreach services.

The outreach services subprogramme, which is one of three subprogrammes of the Department and is implemented by the Outreach Division, works to enhance understanding of the role, work and concerns of the United Nations and to encourage the exchange of ideas, information and knowledge in support of the goals of the Organization.

The activities of the other subprogrammes of the Department — strategic communications services and news services — are described in separate reports of the Secretary-General (A/AC.198/2012/2 and A/AC.198/2012/3).

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I. Introduction

1. In its resolution 66/81 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information submitted for consideration by the Committee on Information at its thirty-third session (A/AC.198/2011/2-4) and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called upon the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach services.

3. The present report, which considers the activities of the outreach services, provides an overview of the strategic direction of the subprogramme and highlights the activities undertaken in the process of reaching out to key constituencies. It also summarizes the activities of the Department's library services, including the Dag Hammarskjöld Library at Headquarters.

4. Unless otherwise indicated, the report covers the activities of the Department for the period from July 2011 to February 2012.

II. Strengthening global engagement with the United Nations

5. The Outreach Division works to strengthen international support for the role and activities of the Organization by informing the public about the goals, priorities and concerns of the United Nations and by engaging in an interactive dialogue with its global constituencies. To fulfil its mission, the Division develops programmes, products and services for Member States, civil society, young people and the general public. Numerous initiatives are carried out in alliance with a wide range of partners, including non-governmental organizations, the academic community and educational institutions, the entertainment industry, celebrity advocates (such as the Messengers of Peace), partner libraries (including depository libraries) and other representatives of civil society and the media. The Division also works to provide relevant information products and services to Member States, Secretariat staff and researchers and to support internal communications at the United Nations. In addition, the Division promotes increased participation and involvement in the work of the United Nations through conferences, briefings, exhibits, publications and teaching materials.

6. During the period under review, the Outreach Division solidified its mandate among its traditional audiences in the general public and civil society, especially young people, and increased the use of social media platforms for its outreach efforts, thus enlarging its constituency and further broadening global engagement with the United Nations.

III. Increasing the involvement of civil society in the Organization's activities

A. Community of non-governmental organizations

7. The sixty-fourth annual United Nations Department of Public Information/Non-Governmental Organizations Conference, held in Bonn, Germany, from 3 to 5 September 2011, once again served as a unique opportunity to strengthen relations between the Department and the community of non-governmental organizations, in particular those from Eastern Europe and Germany, the host country. The Conference, on the theme "Sustainable societies; responsive citizens", focused on the critical role of civil society in volunteering to make the issue of sustainable development a reality in the lives of people around the world. The Conference was also an important opportunity for civil society to have its voice heard on key issues included in the agenda of the United Nations Conference on Sustainable Development, to be held in Rio de Janeiro, Brazil, in 2012 (Rio+20).

8. The Conference attracted about 1,300 participants from 300 non-governmental organizations and 85 countries, including representatives from academia, the media, the United Nations system and Member States. It featured addresses given by high-level experts in sustainability and volunteerism and included four round tables, as well as 38 workshops and 26 exhibits organized by non-governmental organizations. For the first time, several Conference-related public events were organized for the residents of Bonn and the German-speaking participants at the Conference.

9. The sustained involvement of civil society activists and non-governmental organizations in the drafting of the Declaration of the Conference set the event apart from previous ones. The final document reflects the views of a wide global cross section of the non-governmental organization community worldwide. In Bonn, non-governmental organizations committed to presenting the recommendations of the Final Declaration to their Governments for inclusion in their national perspectives on Rio+20 as well as in activities to mark the tenth anniversary of the International Year of Volunteers. The Declaration was also presented to the Secretary-General and to the President of the General Assembly.

10. Attendance at the weekly briefings for the non-governmental organization community associated with the Department remains consistently high (150-170 participants), despite the lack of a permanent venue during the renovation of United Nations Headquarters.

B. United Nations Academic Impact initiative

11. The United Nations Academic Impact global initiative aligns institutions of higher education with the United Nations in actively supporting universally recognized principles in the areas of human rights, literacy, sustainability and conflict resolution. The initiative continues to grow in membership. By the end of 2011, more than 770 institutions of higher learning and research in 110 countries had joined the initiative.

12. The initiative celebrated its first anniversary with a concert on 18 November 2011 at Purchase College, United States of America, on the theme of intercultural dialogue and the unlearning of intolerance.

13. During the reporting period, the initiative and its member institutions organized a range of events, including:

(a) The United Nations Academic Impact Forum on the theme "New partners for change: the United Nations and the world academic community", was held in Seoul in August. The Forum was opened by the Secretary-General and the Prime Minister of the Republic of Korea and included the first-ever meeting of the United Nations Academic Impact global hubs on 12 August, International Youth Day, on which date the initiative's website (http://outreach.un.org/unai/) was also launched;

(b) On 14 September, in celebration of the thirtieth anniversary of the International Day of Peace, the initiative organized a symposium in partnership with Kyung Hee University in the Republic of Korea on the theme "Give peace another chance". Through a video link, more than 4,000 students representing 30 universities (19 in the Republic of Korea and 11 in the United States) participated in the event, which was opened by the Secretary-General;

(c) On 4 October, as part of the "Unlearning intolerance" series, the UNAI initiative held an event at the United Nations Bookshop linked to the International Day of Non-Violence and the release of Archbishop Desmond Tutu's authorized biography. The programme included an exclusive video message from the Archbishop and addresses by the Chancellor of the Asian University for Women, Cherie Blair, and the producer of a television series on non-violence, Steve York;

(d) On 7 and 8 October, Lahore University of Management Sciences in Pakistan, which is the United Nations Academic Impact hub for the "Education opportunity for all" project, conducted a two-day essay-writing workshop in a Government pilot girls' high school in Wahdat Colony in preparation for an essay competition held on 14 October. A total of 400 students in their first year were taught descriptive and creative writing by specially trained volunteer students of the University;

(e) On 15 and 16 November, the initiative hosted the Black Sea Universities Network workshop on education and governance for sustainable development, where the Network's member institutions met and held discussions with counterparts in various United Nations departments and programmes on projects related to environmental sustainability and development in their region;

(f) An exhibit entitled "Design with the other 90 per cent: cities" (see para. 31 below) was arranged at United Nations Headquarters under the auspices of the initiative, which also arranged a series of panel discussions relating to various themes reflected in the exhibit.

IV. Engaging young people

A. Global Model United Nations Conference

14. The Department held the third annual Global Model United Nations Conference in Incheon, Republic of Korea, from 10 to 14 August 2011, in

partnership with Incheon Metropolitan City and the United Nations Association of the Republic of Korea, on the theme "Sustainable development: advancing human progress in harmony with nature". Participation at the Conference was gender-balanced and included close to 500 students from 62 countries and 200 universities.

15. The Conference included a simulation of four of the Main Committees of the General Assembly, a plenary meeting of the Assembly, and an emergency meeting of the Security Council. The Conference produced eight substantive resolutions on issues as varied as nuclear safety and security for sustainable development; the impact of armed conflict on sustainable development; ensuring global food security through sustainable agriculture; gender and sustainable development; environmental refugees; and political commitment to international environmental governance. It was an opportunity for young people to begin to become actively involved in the issues that will be addressed at the United Nations Conference on Sustainable Development. Two video chats were conducted to give student delegates live access to United Nations officials and diplomats to help them better understand issues related to sustainable development.

16. A key aspect of the Global Model United Nations Conference was the training of 28 students selected from every region of the world to lead it. In two workshops, in New York and at the conference venue, a multinational group of students was exposed to substantive issues and conference planning to prepare them for managing the event. The Conference continues to serve as a model of best practices for other model United Nations programmes around the world, encouraging the development of new programmes where they did not exist before and inspiring young delegates to become involved in global issues. In the past three years, alumni at the Conference have established more than 20 model United Nations programmes in their countries.

B. Student conferences

17. Outreach to young people also continued and expanded during the reporting period through the organization of student conferences for middle- and high-school students. In September 2011, approximately 300 students and teachers participated in the observance of the International Day of Peace, held at Headquarters on the theme "Peace and democracy".

18. December 2011 marked the fourteenth anniversary of the first United Nations student conference on human rights. More than 700 students — including 300 through videoconference from Memphis, United States; Toulouse, France; Mexico City; and Tirgu-Mures, Romania — participated in the conference, which was held at United Nations Headquarters. The three-day event was organized to provide an enriching educational experience aimed at encouraging students to research human rights issues and prepare recommendations and project proposals to implement in their schools and communities as a way of reinforcing their commitment to human rights. The 2011 conference, on the theme "Discrimination and human rights defenders", was also organized as an integral part of the tenth anniversary of the 2001 World Conference against Racism, Racial Discrimination, Xenophobia and Related Intolerance. The students were addressed by the Assistant Secretary-General for Human Rights and Head of the New York Office of the Office of the United Nations High Commissioner for Human Rights.

19. The United Nations student conference on human rights was organized in cooperation with numerous partners, including the United Nations Information Centre in Mexico City, the United Nations Regional Information Centre in Brussels and the United Nations International School, in New York. More than 400 students from approximately 40 New York City public schools and scores of students from schools in New Jersey and Wyoming, United States, and Winnipeg, Canada, participated.

C. "UN4U"

20. In commemoration of United Nations Day on 24 October 2011, the Department organized the fourth annual "UN4U" ("the United Nations works for you") programme, during which United Nations officials visited local high schools and engaged students on issues of importance to the Organization. In New York, more than 70 United Nations staff members visited 63 schools and briefed 75 assemblies, speaking to approximately 9,000 students. The participation of the Secretary-General in 2011 was a highlight of the programme. He spoke to an assembly of 450 students on United Nations Day and used the occasion to launch the countdown to the United Nations Population Fund "7 Billion Actions" campaign. The 2011 outreach, which took place over a two-week period, saw an increase of 22 per cent in student participation from 2010. The increase is due in part to a partnership with the New York City Board of Education, which promoted the programme on its web page, electronic newsletter and calendar and e-mail list. Teachers also posted pictures and information on their participation in "UN4U" on individual school websites and blogs.

21. For the first time, simultaneous briefings were offered in multiple languages (Chinese, Spanish, French, and English) at some schools. A new design for "UN4U" was produced in 2011, and updated programme materials were distributed to United Nations information centres, teachers and students in advance of speakers' visits.

V. Spotlighting the United Nations through the arts and entertainment

A. Creative Community Outreach Initiative

22. The Creative Community Outreach Initiative of the Secretary-General was launched to tap into the prodigious outreach potential of television and film and to serve as a one-stop shop for writers, directors, producers and broadcasters interested in portraying in their work issues of relevance to the United Nations.

23. The Initiative has expanded significantly and currently offers script review, technical advice and logistical assistance, working with substantive United Nations offices in order to provide accurate and timely information to the creative community. A number of noteworthy projects have been undertaken since July 2011, including the following:

(a) The Department arranged for United Nations senior staff, filmmakers, and United Nations Goodwill Ambassadors to participate in an event at Centro Niemeyer in Aviles, Spain, designed to familiarize film and television professionals

in Spanish- and Portuguese-speaking regions of the world with the work of the United Nations;

(b) A highly successful fashion-based reality television show broadcast on a major network in the United States and a cultural reality television programme for a major network in Europe filmed episodes at Headquarters that highlight some of the Organization's themes;

(c) A high-level panel discussion, which included the Secretary-General, the Permanent Representative of Uruguay to the United Nations, the Under-Secretary-General for Field Support, the Police Adviser of the Department of Peacekeeping Operations and the director of the feature film *The Whistleblower*, followed a screening of the film at United Nations Headquarters.

B. Celebrity advocacy

24. A number of Messengers of Peace and Goodwill Ambassadors took part in the observance of the thirtieth anniversary of the International Day of Peace at United Nations Headquarters. After the traditional Peace Bell ceremony, the celebrity advocates spoke at a student observance on the theme "Peace and democracy: make your voice heard", which gathered over 300 students from New York, Pennsylvania and New Jersey (United States); and Montreal (Canada). The Secretary-General also hosted a luncheon in honour of the Messengers of Peace and Goodwill Ambassadors.

25. As part of the ongoing campaign to help generate concrete actions by world leaders to achieve the Millennium Development Goals by 2015, the Secretary-General called upon the 32 "champions" of the Goals, comprising Messengers of Peace and Goodwill Ambassadors, to renew their one-year commitment to assist in raising awareness of the Goals.

C. United Nations Day Concert dedicated to cultural diversity

26. The 2011 United Nations Day Concert on the theme "Celebrating cultural diversity" was sponsored by the Permanent Mission of Mongolia to the United Nations and featured a selection of traditional Mongolian music, opera, contortion and dance, as well as contemporary pieces and world classics. The concert was made available on the United Nations webcast page and televised live in the New York area.

27. Furthermore, during the reporting period, an exhibition of Chinese wushu (martial arts) was organized in the General Assembly Hall with a special appearance by Jet Li, a movie star, martial artist and World Health Organization Goodwill Ambassador. Sponsored by the Permanent Mission of China to the United Nations in partnership with the Chinese Wushu Association, the exhibition, on the theme "Peace, friendship and health", featured more than 100 young performers from various countries in a display of Chinese martial arts techniques and skills. The exhibition was made available on the United Nations webcast page and televised live in the New York area.

VI. Engaging the public

A. Speaking engagements and briefings

28. In 2011, the speakers' bureau of the Department organized and facilitated more than 650 in-house briefings, videoconferences and outside speaking engagements, reaching more than 33,500 individuals in North America, mainly in the United States. For example, a staff member of the Office for the Coordination of Humanitarian Affairs spoke about United Nations humanitarian efforts in Haiti at an event in New York; a United Nations Children's Fund staff member addressed a conference in North Carolina on child trafficking; and a World Food Programme staff member made a presentation about hunger and food security at an event in Kansas. Large venues were not readily available in 2011 to accommodate large-group programmes at Headquarters, resulting in a slight decrease in outreach. In an effort to increase the breadth and availability of briefings at Headquarters, the speakers' bureau held a campaign in the spring and recruited 60 new speakers.

29. The Department continued to respond to direct communications received from the public in the form of petitions, letters, e-mails, telephone calls and in-person enquiries. It produced fact sheets in hard copy and for the Web.

B. Exhibits and guided tours

30. In 2011, more than 1 million visitors viewed the rotating roster of public exhibitions curated and installed by the Department in the Visitors' Lobby at Headquarters. The website for visitors allows a greater breadth of programme content to reach online visitors directly and indirectly through links to exhibitors' web pages and social media.

31. Between July 2011 and February 2012, 11 exhibits were organized, and the permanent exhibit on the question of Palestine and the United Nations was revised and updated. The exhibit entitled "Design with the other 90 per cent: cities" was presented by the Smithsonian Cooper-Hewitt National Design Museum in cooperation with the United Nations Academic Impact initiative, and showcased a multitude of sustainable design projects for cities of the present and the future. The exhibit on the theme "The African continuum: celebrating the diversity, culture and contributions of people of African descent" displayed works from academic institutions, museums, photographers and emerging artists of the African diaspora; and three exhibits were installed during Holocaust remembrance week in memory of the victims of the Holocaust.

32. Guided tours at Headquarters were updated to offer a more complete experience to a wide range of target audiences. Recent additions include a display from the "Mayors for peace" initiative, inaugurated by the Secretary-General and Michael Douglas, a Messenger of Peace, and hands-on interactive elements, such as a peacekeeper's helmet that visitors can try on. This is part of an ongoing effort to develop tours that are more geared towards children. In October 2011, special architectural tours of United Nations Headquarters were offered as part of the "Open house New York" weekend.

33. From 1 January to 30 November 2011, a total of 234,698 visitors took a guided or audio tour of Headquarters.

34. The guided tours will operate in the General Assembly Building until the beginning of 2013. Since 2010, the tour route has no longer included the Conference Building. This, along with security-related closures and an overall downturn in the number of tourists visiting New York City in 2011, explains the slight drop in the number of guided tours given that year.

C. Visitors Services online

35. In 2011, the United Nations Visitors Centre website (http://visit.un.org) had 237,487 visits and 912,951 page views, and its Facebook page had more than 2,000 fans. The website provides information on the services offered at Headquarters to visitors, including tours, exhibits, lectures, shops and the post office. It also includes fact sheets and answers to frequently asked questions.

D. Citizen Ambassadors to the United Nations

36. Leveraging the power of the Internet, the third annual Citizen Ambassadors to the United Nations video contest, hosted on the United Nations YouTube channel, invited citizens of the world to propose one idea to the Secretary-General that could help to make the world a better place. The contest was organized in collaboration with the Office for the Coordination of Humanitarian Affairs.

37. The three winners, selected from a pool of more than 600 men and women who contributed videos from roughly 80 countries, visited the United Nations on 16 December. They attended briefings on humanitarian issues, met with the Secretary-General to discuss their contest-winning ideas and took a VIP tour of Headquarters.

VII. Remembrance activities

A. The Holocaust and the United Nations Outreach Programme

38. Educational and youth outreach on Holocaust remembrance was a priority during the reporting period. The Department presented its activities and educational materials at four professional development seminars for middle and high school educators held in July and August and published three new discussion papers drafted by scholars from Argentina, China and France for university students and academics. The Department's activities include the following:

(a) In November 2011, the Department marked the fiftieth anniversary of the Nuremberg trials with a round-table discussion on the theme "Justice and accountability after the Holocaust". The event, held in cooperation with the International Bar Association, was aimed at examining the impact that the trials had on the development of international jurisprudence;

(b) In January 2012, the Department carried out a number of activities organized in observance of the annual International Day of Commemoration in Memory of the Victims of the Holocaust on the theme "Children and the Holocaust". A memorial ceremony was held on 27 January 2012 in the General Assembly Hall, which included a performance by students from the musical theatre

production "Sosúa: dare to dance together", on the true story of the immigration of Jewish refugees to the Dominican Republic. The Day was also commemorated by United Nations offices around the world in a variety of ways. In addition, three exhibits were opened at Headquarters: "The face of the ghetto: pictures taken by Jewish photographers from the Lodz Ghetto, 1940-1944", curated by the Topography of Terror Foundation in Berlin in cooperation with the National Archives in Lodz, Poland, and with support from the Government of Germany; "A monument of good deeds: dreams and hopes of children during the Holocaust", curated by Yad Vashem, the Holocaust Martyrs' and Heroes' Remembrance Authority; and "The Holocaust — keeping the memory alive", which featured the top 16 posters of a design student poster contest, a project of the Task Force for International Cooperation on Holocaust Education, Remembrance and Research in partnership with Mémorial de la Shoah, Yad Vashem, the Ministry of Public Diplomacy and Diaspora Affairs of Israel, the European Shoah Legacy Institute and the Holocaust and the United Nations Outreach Programme;

(c) The Department also launched a new online educational tool, IWitness, a searchable collection of Holocaust survivor video testimonies and resource materials. The event was held with 300 schoolchildren in attendance, in partnership with the University of Southern California Shoah Foundation Institute for Visual History and Education and the Permanent Mission of the United States to the United Nations;

(d) The documentary film *The Last Flight of Petr Ginz*, on the life and artwork of Petr Ginz, a Jewish boy from Prague who perished in the Holocaust at the age of 16, was screened in partnership with the Documentary Film Program at Wake Forest University, the Documentary Institute at the University of Florida and the Permanent Mission of the Czech Republic to the United Nations;

(e) The Holocaust and the United Nations Outreach Programme also produced a 32-page study guide for students aged 13 and up that serves as a companion to the film. Both the guide and the film were distributed to the global network of United Nations information centres for educational programmes;

(f) The Department partnered with the 92nd Street Y (Young Men's and Young Women's Hebrew Association) in a concert series entitled "Remember me: music, art and poetry — celebrating the children of Terezin", as well as in the production of a teachers' guide and student journal under the same title for more than 3,000 elementary schoolchildren in the New York metropolitan area.

VIII. Reham Al-Farra programme

39. The Department held the thirty-first annual Reham Al-Farra Memorial Journalists Fellowship Programme from 12 September to 21 October 2011. Fourteen junior and mid-level print and broadcast journalists — eight women and six men — from the Bahamas, Barbados, Cameroon, Croatia, the Democratic Republic of the Congo, the Gambia, Georgia, Ghana, Kiribati, Oman, Palau, Swaziland, Tajikistan and the United Arab Emirates participated. Highlights of the six-week programme include an academic workshop at Fordham University and visits to host country families in Rochester arranged by the United Nations Association of Rochester. Participants engaged in practical reporting work and produced stories in

collaboration with the News and Media Division, covering the activities of the sixty-sixth session of the General Assembly.

IX. United Nations flagship publications

Yearbook of the United Nations

40. A survey of users of the website of the *Yearbook of the United Nations* was undertaken, and the results indicated that most users of the website, which contains the editions of the *Yearbook* from 1946 to 2007, worked for international organizations. While the 130 participants were satisfied with the accuracy of the information, some would like more search functions added and the most current editions of the *Yearbook* made available online sooner. The sections most used were those on political and security questions and economic and social questions. Of the participants surveyed, 65 per cent were from North America, 14 per cent from Africa, 13 per cent from Europe, 6 per cent from Asia and the Pacific and 2 per cent from other regions. During the reporting period, the Department held a training session for Headquarters staff and members of permanent missions on the use of the online version of the *Yearbook*.

UN Chronicle

41. The *UN Chronicle*, the only United Nations periodical that covers issues of concern to all parts of the Organization, continues to maintain gender parity and to bring in contributors from the developing world. In 2011, the journal focused on HIV/AIDS as it entered its fourth decade; United Nations efforts towards achieving peace, in commemoration of the fiftieth anniversary of the death of Secretary-General Dag Hammarskjöld; the digital dividend and a world information society, subjects on which resolutions of the Committee on Information had placed particular emphasis; and the set of priorities for action that the Organization and the Secretary-General would focus on in the next five years. The first issue of the *UN Chronicle* in 2012 will look ahead to the United Nations Conference on Sustainable Development and will be disseminated in May, prior to the Conference.

42. The Department is actively pursuing opportunities to team up with external partners in publishing the *UN Chronicle* in the other official languages, as well as in local languages. In that regard, the arrangement made in 2010 for a Korean edition was renewed in 2011.

The United Nations Making a Difference

43. During the reporting period, the Department published its first educational calendar, *The United Nations Making a Difference*, in all six official languages. The illustrated 2012 calendar was widely distributed to United Nations information centres and other partners worldwide and was made available for purchase in the United Nations Bookshop. The calendar highlights the work of the United Nations in such diverse areas as advancing women's rights, clearing landmines, fighting hunger, fostering democracy, improving global health, laying the groundwork for business, meeting humanitarian needs, peacekeeping, promoting development, prosecuting war criminals and protecting the environment. Drawing special attention to major United Nations activities in 2012, it also features the new United Nations system chart and United Nations observances throughout the year. Its parent

publication, *Sixty Ways the United Nations Makes a Difference*, was updated and remains available online.

X. Sales and marketing: expanding access to knowledge and information in all formats

A. Sale and marketing of United Nations publications

44. During the reporting period, the Department continued to expand its digital and print-on-demand programme through its sales and marketing arm, with the goal of providing readers with United Nations content in their preferred format. The following activities highlight progress made towards that goal:

(a) The design and architecture of the United Nations e-collection, to be launched in a beta version in the first quarter of 2012, has been completed. It will include over 2,000 United Nations e-books, reports, journals and working papers in full text, fully searchable and available round-the-clock in a user-friendly and intuitive interface. The e-collection will be accessible free of charge to United Nations staff members and permanent missions, and will be offered as a subscription service to libraries and other organizations;

(b) New licences have been signed with e-book aggregators;

(c) *Basic Facts about the United Nations* has been published in French and Spanish under licence by local publishers in France and Argentina, resulting in substantial savings in staff time and in translation, production and transportation costs. A review by the Department for General Assembly and Conference Management, however, guaranteed the quality of the translations. In addition, *Basic Facts about the United Nations* will be published in Italian under licence by a local publisher in the first quarter of 2012;

(d) A total of 130 new publications have been produced and distributed using print-on-demand digital technology, including *The Security Council: Working Methods Handbook*;

(e) Five new mobile applications ("apps") have been published or planned for tablets, including "UN CountryStats", a data visualization tool developed in cooperation with the Department of Economic and Social Affairs that allows users to graph dozens of indicators across all countries and territories, and "UN News Reader", developed in cooperation with the News and Media Division, which gives easy access to all stories published by the United Nations News Centre and highlights key United Nations publications related to each story.

45. The Sales and Marketing Section continued to promote its services using social media platforms. The number of followers increased to 5,400 users on Facebook and more than 22,000 fans on Twitter (as at 30 November 2011).

46. Traditional book sales remained strong, showing virtually no decline in terms of the number of copies sold despite increased selectivity in accepting titles as sales publications from author departments.

47. During the reporting period, the United Nations Bookshop provided reliable and professional service to delegates, United Nations staff and the general

public, conducting on average more than 5,000 transactions per month. The United Nations Bookshop successfully organized more than 20 special events, including 9 "meet the author" events.

B. *United Nations Development Business*

48. In 2011, *United Nations Development Business* finalized its website infrastructure with features that facilitate and improve access worldwide, with more content made available free of charge. The print edition was phased out at the end of 2011. Digital versions of operational summaries are available online at no cost. To further strengthen communication in real time and engage in daily exchanges with its communities, *Development Business* Facebook and Twitter pages have been created and will be launched in 2012, concurrently with its new website. The latter will include upgraded online services.

C. Graphic design

49. The graphic design team of the Department continued to provide tailored design solutions for print and Web products and the branding of promotional campaigns. It also continued to provide costing estimates, specifications and overall print expertise to help Secretariat clients in the preparation of budget proposals.

50. During the reporting period, the graphic design team also worked on branding campaigns, conferences and United Nations observances for Global Pulse; the Global Model United Nations Conference in 2011; the sixty-fourth United Nations Department of Public Information/Non-Governmental Organizations Conference in Bonn; the United Nations Conference on Sustainable Development; "UN4U"; the International Day against Nuclear Tests; and the International Day of Peace 2011.

51. The graphic design team worked on major publication and exhibit designs, such as the permanent exhibit on the question of Palestine, *The Security Council: Working Methods Handbook*, the MDG Gap Task Force Report 2011, the press kit inserts of the General Assembly, the report of the Secretary-General on international cooperation on humanitarian assistance in the field of natural disasters, from relief to development (A/66/339), and the Holocaust and the United Nations Outreach Programme banner.

XI. Library services: a gateway to information for the United Nations information services

52. With the exponential rise in the use of the Internet and search capabilities, work habits in the Organization have changed, and the personal computer has become the main gateway to information sources and knowledge for most staff.

53. In this regard, the Department has just completed a review of the Dag Hammarskjöld Library and will be implementing a number of measures in the next biennium to improve its operations and services and to help it to adapt to the new information environment. One of the initiatives will involve developing an institutional repository to preserve and provide access to the Organization's digital resources. The Library also plans to provide improved and wider access to relevant

external electronic resources for United Nations staff worldwide by enabling secure access from outside the United Nations complex for authorized users and by introducing a more advanced search service that will simplify and improve access to high-quality information services purchased for the use of the United Nations.

54. The Dag Hammarskjöld Library is continuing its programme to digitize the parliamentary records of the Organization dating back to 1946. As at 30 November 2011, the Library had digitized 231,746 important historical documents from the United Nations official documents collection (2,206,523 pages). During the reporting period, the Library gave priority to supplements to the official records of the General Assembly. It worked on documents of the thirtieth to forty-first sessions and of the first to twelfth sessions. Related work for the thirteenth to seventeenth sessions is in progress.

55. A special project to digitize the speeches of Secretary-General Dag Hammarskjöld, which had been published only in press releases, was undertaken as part of the activities to commemorate the anniversary of Mr. Hammarskjöld's death. A selection has been published in a commemorative booklet.

Depository libraries

56. In 2011, the Dag Hammarskjöld Library conducted a review of the depository library programme. Results of the review indicate that in 2011 most United Nations depository libraries had Internet access and 70 per cent of respondents (178 libraries) were in favour of receiving United Nations documentation digitally. The remaining 30 per cent of depository libraries, however, preferred print to digital versions for reasons related to technological limitations, researcher preference and the needs of their own archival collections. While promoting a move towards online access, the Department also takes into account the varying degrees of connectivity, especially in developing and least developed countries. Additional information from the review indicates that 65 per cent of the libraries create outreach programmes geared to their own audiences using United Nations materials to promote interest in issues of importance to the United Nations. There are currently 368 depository libraries in 136 countries. Training programmes offered to depository libraries have been very successful in building a network of librarians across various regions with knowledge of and expertise on the United Nations.

Capacity-building and outreach of library services

57. The Dag Hammarskjöld Library's successful training programme for delegates, staff, non-governmental organizations and other major clients on understanding the work of the United Nations through its documents continued during the reporting period. Training programmes on the documentation of the General Assembly, the Security Council and the Economic and Social Council were conducted and were designed for delegations to the annual sessions of those bodies and for Secretariat staff. One notable addition was the new training sessions on foreign law research which were well attended by both Secretariat and permanent mission staff.

58. In its quest for improved services to its users, the Dag Hammarskjöld Library began incorporating the use of social media in disseminating information to the wider public. Social media platforms such as Tumblr, Twitter, Facebook and

YouTube were used to inform the public about newly released publications, reports and information-related activities of the United Nations.

59. In December 2011, the Library launched the United Nations oral history collection online to provide access to a series of interviews with eminent persons associated with the United Nations. The interviews cover a wide range of major world events and issues and provide a wealth of information to illuminate the activities of the United Nations during turbulent periods in history, for research and public awareness.

Global review

60. In 2012, the Department will lead a review of United Nations libraries activities worldwide, with a view to increasing policy coherence and cooperation and harmonizing systems. The review will involve all relevant Secretariat libraries located at headquarters duty stations and in regional commissions.

XII. Internal communications

61. The Secretariat Intranet, iSeek, continues to be accessed by staff and personnel worldwide. During the reporting period, the iSeek team posted close to 500 stories on various issues, including social media, trafficking of women, youth, the legacy of Dag Hammarskjöld, "UN4U", change management and working with civil society.

XIII. Conclusions

62. Because of the renovation of United Nations Headquarters under the capital master plan project, the Department's outreach services continued to face a number of challenges, including the lack of dedicated infrastructure facilities that cater to visitors, non-governmental organizations and student groups. Proactive and targeted engagement with key constituencies, however, characterized the outreach work of the Department in 2011.

63. In the next biennium, the Outreach Division intends to focus and expand its outreach efforts in respect of young people; forge new partnerships; and implement the measures that will result in the modernization of the Dag Hammarskjöld Library.